

FIFTH AVENUE'S NEWEST LANDMARK "AMERICA'S LEADING FURRIERS"

ROM the seatskin sacque of 1863 to the luxurious sable wrap of 1919 is the span of years and of fashions culminating in the opening of the new building of H. Jaeckel & Sons, on the busy Forty-fifth Street corner of Fifth Avenue, at the very centre of the smartest shopping district in the world.

It makes a new centre of fur fashions. For many years, the older building in Thirtysecond Street, known as the Jaeckel Building, has been regarded throughout America, in Europe and South America, as the authoritative source of that originality and adaptive ability which has given to fur garments a grace of line and distinction formerly regarded as

In an old fashioned residence in Prince Street, in 1863, the house was founded by the man who is still the head of the institution. Learning the business of a furrier, Hugo Jaeckel had watched the construction of the first sealskin jacket made in this country. In that first coat he saw a wonderful future for the fur garment, and launched in business for himself. with that controlling thought in his mind.

He began to make yearly trips to Europe in search of skins, familiarizing himself thoroughly with the world's sources of fur supplies. Later he associated himself with two partners, Messrs. Duncan and Asch, under the name of Duncan, Asch and Jaeckel. Within a few years these partners died, leaving him again alone in the business, which progressed steadily until it achieved first rank in its field.

He already had become a well known figure in all fur centres and came to be regarded as one of the international authorities on skins, as well known in Petrograd, Paris and London as in New York and San Francisco.

Growing in importance, ever intent upon adapting the fashions of the moment to furs, studying style tendencies in Paris, London and New York, the house grew gradually into larger quarters, each of its several moves bringing it closer to the uptown fashionable shopping district.

As three of his sons grew into manhood, they were educated for various branches of the business, each sharing his father's vision of the great future of the fur industry.

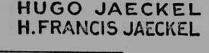
H. Francis Jaeckel has had charge of production for the past twenty-five years and the H. Jaeckel & Sons' exclusive models are largely the result of these years of experience.

Richard Jaeckel, in charge of the sales of the house, has an intimate acquaintance with the demands of the moment in Paris and New York, and is personally known to most of the fur buyers of the country.

Walter F. Jaeckel, in charge of the "peltry," is one of the world's leading experts in the selection and care of skins. The great fur-producing countries and fur centres—Irbit, Nishny and Nowgoroda—are to him not merely places on the map, but spots that he visualizes from frequent personal experiences.

The new building is a fitting home for the most complete fur establishment in existence. From the six enormous skylights in the roof, giving every cutter the North light, to the spacious show rooms on the Fifth Avenue level, and the cold storage vaults in the basement, this new establishment of H. Jaeckel & Sons marks the furthest point yet reached in the scientific production, showing and preservation of fashionable furs.

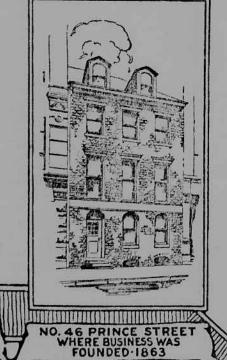
Carriage Entrance on 45th St.



EL & SONS INC.

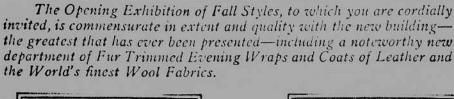
Fifth Avenue at Forty-fifth Street

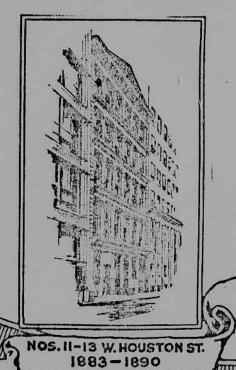
RICHARD JAECKEL WALTER F.JAECKEL

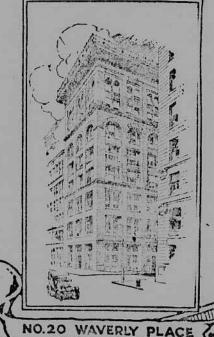


BROADWAY & BLEECKER ST 1881 - 1883

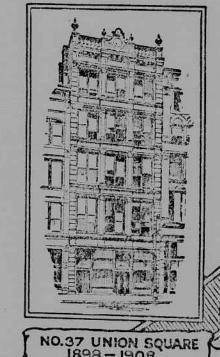
Telephone, Bryant 8720 (No Connection With Any Other House)

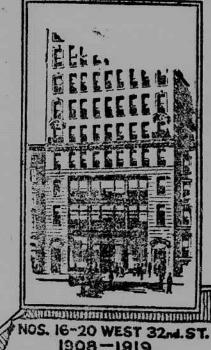






1890 - 1898





1908-1919

NO.37 UNION SQUARE 1898 - 1908